

**Government of India
Ministry of Tourism
(Publicity, Events and IT Division)**

No. 2-TP(4) / 2002-I

7th September 2011

Subject : Approved Guidelines for extending Financial Support to Commerce, Trade and Industry Organisations for organizing Tourism and Tourism Related Events

- I. The Ministry of Tourism, Government of India provides Financial Assistance to State Governments and UT Administrations for organizing various Fairs, Festivals and Tourism Related Events.
- II. In addition there are a large number of Tourism and Tourism Related Events being regularly organized by leading Commerce, Industry and Trade Organizations/ Associations in the country, such as CII, FICCI, ASSOCHAM, PHD Chamber of Commerce and Indian Chambers of Commerce, which have good tourism marketing and promotion potential. These Organisations / Associations have also been actively collaborating with the Ministry of Tourism in various initiatives being taken for furthering the cause of development and promotion of tourism.
 - I. In view of the wide reach and exposure available through these Organisations / Associations, the Ministry of Tourism provides financial assistance for tourism and tourism related events organized by them. This financial assistance will be provided to the above organizations or any such organization that is duly registered as a Commerce/ Industry/ Trade Organisation, as per the following guidelines:
 1. The Tourism related events for the purpose of these guidelines will include Seminars, Symposia, Conferences, Conventions, Lectures, Competitions focusing on Tourism or Tourism related subjects and any other event which has the potential of promoting tourism to/within the country.
 2. The financial assistance will be provided as follows :
 - (a) The financial support for each tourism / tourism related event shall not exceed 50% of the total cost of the event, subject to an upper ceiling of Rs. 10.00 lakh per financial year for each organization.
 - (b) The financial support will be provided to each organization for a maximum of **three** tourism / tourism related events in a financial year, subject to over all financial ceilings as prescribed in para 2 (a) above.

...2...

3. Deliverables

The financial support shall be provided against pre-identified deliverables in form of branding, promotion and marketing opportunities for the Ministry of Tourism. Use of the Incredible India logo would be allowed subject to the Terms & Conditions of the Ministry of Tourism. The invitation cards for the Tourism / Tourism Related Events organized with the Financial Support provided under these guidelines would be sent to the Ministry of Tourism, in consultation with the Ministry, well in advance.

4. Payment Terms

Payment will be released after the Tourism or Tourism related Event on submission of an invoice along with the following documents :

- (i) Statement of deliverables provided, along with supporting documents, photographs, CDs, etc. as proof of deliverables provided.
- (ii) Statement of Expenditure and Income relating to the Event, duly verified by the Chartered Accountant.

5. General Terms and Conditions

- (i) All proposals for financial support should include a detailed break-up of expected expenditure, anticipated income, expenditure to be incurred by the Association / Organisation organizing the event, names of other sponsors / sponsorship details, agencies involved in organizing the event and photocopies of registration certificates, as may be applicable.
- (ii) All proposals for financial assistance should be received in the Ministry well in advance. No proposal under these guidelines will be considered for ex-post facto approval.

6. Financial support under these guidelines cannot be sought as a matter of right. The same would be provided, subject to availability of funds and relevance of the event. The Ministry of Tourism reserves the right to reject any proposal without assigning any reasons thereof.
